

# State Library of North Carolina

## UPDATE

<http://statelibrary.dcr.state.nc.us>

December 2002

### Start With Your Librarian

Earlier this year *the very best place to start* team asked for—and you delivered—your toughest, most interesting, most engaging North Carolina questions for the "Start With Your Librarian" column.

More than 400 community newspapers across the state received the columns this summer and early fall.

A dozen or so of you chose to adapt some or all of the 27 columns, and you delivered them to your local editors and reporters. Some of you opted to have *the very best place to start* team deliver them directly to the papers, and you followed up with the papers to encourage them to include the feature.

As a result, newspapers from the mountains to the coast have used the feature, which is a tribute to the variety and interest level in questions and answers you provided. Here are a few comments we've heard:

"*The Jefferson Post* loves them, and we have started adding some columns with our own questions related to Ashe County history. The other two county papers have run some but not all of them," Library Director Mary Sizemore wrote.

The *Clayton News-Star* in Johnston County told us, "We'll try to run them from time to time. We support our libraries!" And in Brunswick County, the *Brunswick County News* said: "We find them to be useful in the paper. Thank you for letting us be a part of getting this information out to the public."

So, we know papers are using your columns, but we need your help to know just how many are picking up the



service. Because it is a small filler piece, it typically will not show up on Web searches.

As a year-end wrap-up to local PR, now is a great time to follow up with your local newspaper editors or NIE coordinators to find out whether they have published the columns and if not, why not.

If you have a chance to contact them and let us know your findings by December 15th, we will be able to evaluate the column's effectiveness and future potential. You can reach us at <[starthere@library.dcr.state.nc.us](mailto:starthere@library.dcr.state.nc.us)> or send your information and suggestions via fax at 919-733-8748, Attn: Start With Your Librarian.

### North Carolina ECHO

NC ECHO visited a wide variety of institutions in October and November of this year—Camden, Currituck, Dare, and Pasquotank Counties (East Albemarle Regional Library); Carteret, Craven, and Pamlico Counties (CPC Regional Library); and Cabarrus County. We held a survey summary meeting for Johnston, Sampson, and Wayne Counties where representatives from NC ECHO partner institutions in those counties shared experiences and delicious McCalls BBQ! Next on our agenda is Guilford County where we will spend two weeks visiting and surveying the wealth of cultural institutions there. As we travel the state, NC ECHO welcomes the input of public historians, library professionals, and the general public. Please feel free to contact us anytime with comments, criticisms, suggestions, and/or information about cultural institutions we may not have yet discovered. It is your input and the collaborative efforts of all information specialists in the state that will make NC ECHO a success. For more on the survey team's work, visit <<http://ncecho.org>>.

## Youth Services

### 2003 Summer Reading Program

Youth services librarians were contacted this summer and, using a new web-based ordering system, representatives of every library system in the state indicated that they accept their assignment: "Mission: R.E.A.D. (Reading - Exploration, Adventure, Discovery)." That's the theme of the 2003 Summer Reading Program being developed by Youth Services Consultant Jim Rosinia and the members of the Summer Reading Committee. Chris Loyd, the artist who produced the original graphics for the kids' portal, created the artwork for the Summer Reading program material, featuring the characters of the Start Squad. Preview the materials online at <<http://statelibrary.dcr.state.nc.us/ld/youth/03SumRead/SR03art.htm>>. Summer



Reading materials will be shipped to libraries in the spring. The Committee also responded to requests made last year and decided to move the Summer Reading Workshops closer to Summer - instead of being held this November, they will be held on March 3, 2003 in Raleigh and March 17, 2003 in Hickory.

### Quiz Bowl

In October, 60 librarians from across the state attended Quiz Bowl workshops in Kinston and Newton. At these workshops, Rosinia and members of the Quiz Bowl Committee reviewed the sponsor manual and discussed changes to the rules; offered suggestions for effective public relations; and provided tips on what to do before, and on the day of, the Quiz Bowl competitions. To enable local Quiz Bowl coordinators to continue the sharing of ideas, problems, and solutions that was so informative at the workshops, Rosinia created an email distribution list. Diskettes have been distributed with the questions for the 2002-2003 local competitions, which may be held between December 7, 2002 and February 15, 2003. The district competitions will be held on March 22, 2003. And, once again, the State Finals will



### Barnes & Noble Supports Public Libraries

Every Barnes & Noble bookstore in North Carolina held voucher bookfairs September 18th -19th to benefit the state's public libraries. The booksellers were well aware that our public libraries lost hundreds of thousands of dollars in state and local funding, and they wanted to help. Store managers approached Kim Shoemaker, Barnes & Noble Regional Community Relations Manager, to ask if they could raise some money for libraries. Kim's response was immediate and positive, "Barnes & Noble is committed to promoting literacy. Ensuring that the public libraries of North Carolina have adequate funding and are always a place where children and adults can obtain free access to literature should be a priority to anyone who has ever checked out a library book."

The bookfairs were held in September, National Get a Library Card Month, and some stores were able to accommodate tables where people could register for a

library card and pick up information about library services and programs. Local newspapers and library newsletters included vouchers, and libraries handed out thousands of vouchers to their patrons.

According to Willie Nelms, Director of the Sheppard Memorial Library in Greenville, the main library and its branches produced bookfair signs that were displayed in all library facilities. Vouchers were inserted in library books at check out. The *Greenville Daily Reflector* published an announcement of the bookfairs in its "City Page" section and the local cable channel provided a "crawl" advertising the event on its public access channel. And on the Friday night of the bookfair, Beaufort-Hyde-Martin Regional Library Director MJ Carbo staffed a table at Barnes & Noble, giving out information about public libraries.

The total amount to be donated will be announced in December.

## North Carolina at the National Book Festival

On October 12th I represented North Carolina in the Pavilion of States at the second National Book Festival, organized and sponsored by the Library of Congress and hosted by Mrs. Laura Bush on the lawn of the Capitol and the National Mall in Washington, D.C. Our exhibit was one of the 40 that highlighted state authors.

Every child who entered the Pavilion received a brightly colored map of the United States that included a booklist made up of one children's book from each state. The maps were stamped with state stamps as the children traveled from exhibit to exhibit through the big tent. North Carolina's book was Carole Boston Weatherford's *Sink or Swim: African-American Lifesavers of the Outer Banks* and the Cape Hatteras Light was our stamp.

I handed out 3,000 bookmarks, stamped several thousand maps (I had the ink stains on my hands and clothes to prove it!), and talked with hundreds of people with North Carolina connections—people who live here now, who used to live here, who have family here, or who vacation here. Our stamp and bookmark featured the Cape Hatteras Light, and many folks recognized this familiar landmark and many had visited it. It was interesting to meet folks who had no North Carolina connections but who are lighthouse enthusiasts—who knew?

The weather was overcast but that didn't deter the 45,000 people who came to see and hear the 70+ award-winning authors, illustrators, and storytellers. Thanks to the Institute of Museum and Library Services for the \$1000 grant to the State Library that made North Carolina's attendance possible (funds were used for printing materials and for travel expenses).

—Frannie Ashburn, Director, North Carolina Center for the Book



### NC LIVE

*New databases* ~ EBSCO's "Military Library FullTEXT" offers current news pertaining to all branches of the military, including a collection of military titles, trade publications, and news weeklies. ProQuest's "ABI/INFORM Archive" is a digital archive for respected business journals for information on marketing, accounting, management, advertising, ethics, strategies, and more. It includes the page image of complete articles from a title's first issue through 1985. EBSCO and ProQuest have provided NC LIVE with access to these databases at no additional cost.

More netLibrary titles added ~ The NC LIVE Librarians Working Group is pleased to announce the addition of

titles to the NC LIVE Shared Collection. NC LIVE now provides access to over 16,300 eBooks via netLibrary. A list of the available netLibrary titles is located in the Librarian Resources section of the NC LIVE web site. The titles were added on the recommendation of the Resource Advisory Committee, chaired by David Paynter, director at the New Hanover County Public Library. The purchase was made with Library Services and Technology Act (LSTA) funds, made possible through a grant from the Institute of Museum and Library Services and administered in North Carolina by the State Library.

*New vendor interfaces* ~ EBSCO, ProQuest, and Ovid/SilverPlatter all released new interfaces recently. The new EBSCO interface features navigation tabs, file folders to store selected citations, a redesigned "advanced" search that replaces the old guided and expert searches, and a translate button on each results page, which patrons can use to translate articles into Spanish, French, or German. The new ProQuest interface includes enhanced tools and features for linking, extensive coverage date information, a new title list system, Spanish, French, and German user interfaces available from the main search page, enhancements to the Browse Lists feature, citation export enhancements, improved flexibility within Recent Searches, and one-click printing. The new Ovid/Silverplatter interface features improved navigation and faster performance, configurable display options and custom limits, and improved thesaurus navigation.

## On the E-Rate

The application window for Funding Year 2003 opened November 4th and all Form 471 materials must be received by the Schools and Libraries Division or postmarked no later than 11:59 PM EST on January 16, 2003. **December 19th** is the last POSSIBLE date for you to post your Form 470 online in order to meet the 28-day filing requirement and sign and submit the Form 471 by the application window closing date.

Funding Year 2003 discount information for North Carolina public libraries is available on the Internet at <<http://statelibrary.dcr.state.nc.us/hottopic/uniserv/disc2003.htm>>.

## Genealogical Services

Invited to the Lee County Genealogical Society to speak on "What Makes a Good Local History Collection" in September, Pam Toms was able to promote not only the resources of Genealogical Services but also the State Library's newspaper microfilm collection, North Carolina ECHO, and NC LIVE.

## Return of the Master Trainer

"I'll gladly be a witness to the difference it has made for our system to have Dana Kelly receive this training."

—Gail Findlay, Fontana Regional Library

This unsolicited comment from a library director reflects the positive impact the Master Trainer program has had on North Carolina libraries. In addition to the training they are conducting within their own library systems, several Master Trainers, including Ms. Kelly, have gone on to become instructors for statewide NC LIVE training offered by the State Library and SOLINET.

Public and academic library staff can apply for the next class of Master Trainers, to be offered starting in February 2003. Applications are due December 19, 2002. The program is described in detail in the guidelines available at <http://statelibrary.dcr.state.nc.us/ce/ceopps.htm>. The library director and the applicant's direct supervisor must write letters indicating the library's support for the applicant as he or she attends the classes and completes out-of-class assignments, but as Ms. Findlay attests, the effort can benefit both the

## New Online Catalog Now Online

On October 1st (and in record time due to a short implementation schedule), the State Library launched its new online catalog, WebVoyage, one of the components of the Voyager integrated library management system from Endeavor Information Systems, Inc. The new Web-based OPAC provides multiple levels of searching to meet the needs of all types of users. Staff and patrons can now easily save searches and print or e-mail selected bibliographic information. The interface is highly customizable and we are investigating ways to fully utilize features and improve our OPAC. When the system is fully implemented, library users will be able to simultaneously search both internal and remote databases or send a call slip to library staff. Check out the new system at <http://go.dcr.state.nc.us>.

## NC LIVE Training

*NC LIVE Basics* remains a popular class. The original schedule filled so quickly that a fourth session was added. Overall the *Basics* classes were filled to 96% capacity. Several sessions will be offered in spring 2003. Many thanks to Beth Bernhardt and Martha Sink, both NC Master Trainers, for conducting these workshops.

*NC LIVE Business Resources* was offered by veteran trainer Rita Moss, Business and Economics Librarian at UNC-CH. Handouts for this course are posted at <http://www.lib.unc.edu/reference/instruction/nclivebusiness/>. It will be offered again next fall. (Watch for NC LIVE Medical and Health Sciences Resources in the spring.)

*NC LIVE Ready Reference* was provided by two NC Master Trainers, Dana Kelly and Raye Oldham. This new subject area continues to be widely useful for NC LIVE libraries and will be offered again in the spring.

The fourth offering this fall was *NC LIVE Vendor Training* which featured a morning program from Gale's trainer and an afternoon program from Grolier's representative. The NC LIVE Training Advisory Committee will evaluate whether to offer vendor training in the spring. If you have comments on this, or any of the NC LIVE offerings, please share them with Jeanne Crisp, Chief of Library Development (by telephone: 919-733-2570 or by e-mail:

## Library for the Blind and Physically Handicapped (LBPH)

Each year, the State Library's Library for the Blind and Physically Handicapped (NCLBPH) honors its volunteers at a recognition event. This year, the celebration was held at the State Library building on Jones Street in Raleigh on October 14. 115 volunteers, dignitaries, and guests were feted with food, fun, and celebration.

Thirty-seven of the library's volunteers were honored with certificates for accumulated volunteer hours. Dignitaries were in attendance from the Division, the Department, Governor Easley's office, and the Library of Congress. Last year, volunteers gave a total of 7,060 total volunteer hours—nearly 10 percent of the labor at the NCLBPH! Library volunteers produced 10 tape books, 4 braille books, 48 tape magazine issues, 11 newsletters, 8 catalogs, and 45 special requests.

The audience was treated to a side-splitting lecture by Dr. Elliot Engel, noted Raleigh expert on matters literary and long-time supporter who contributed his time for the event. He spoke on Mark Twain noting that this was the anniversary of the publication of *Huckleberry Finn*.

## The Power of a Picture

Heard that saying that a picture is worth a thousand words? Believe it--especially when the words describe numbers! Thematic maps are a terrific way to present statistical data visually. These "pictures" can present complex information in ways that an audience can grasp instantly without a great deal of explanation. Three of the State Library's reference staff received intensive, individualized training in the use of ArcView, a powerful GIS software for creating thematic maps and the Library is reinstating its thematic mapping service, providing maps to state employees, businesses and the public for a very reasonable fee. Contact Michele Hayslett for more information at (919) 733-3683 or [reference@library.dcr.state.nc.us](mailto:reference@library.dcr.state.nc.us).